

# Iowa Lottery Overview

Presented to: Iowa House Administration and Regulation Appropriations Subcommittee

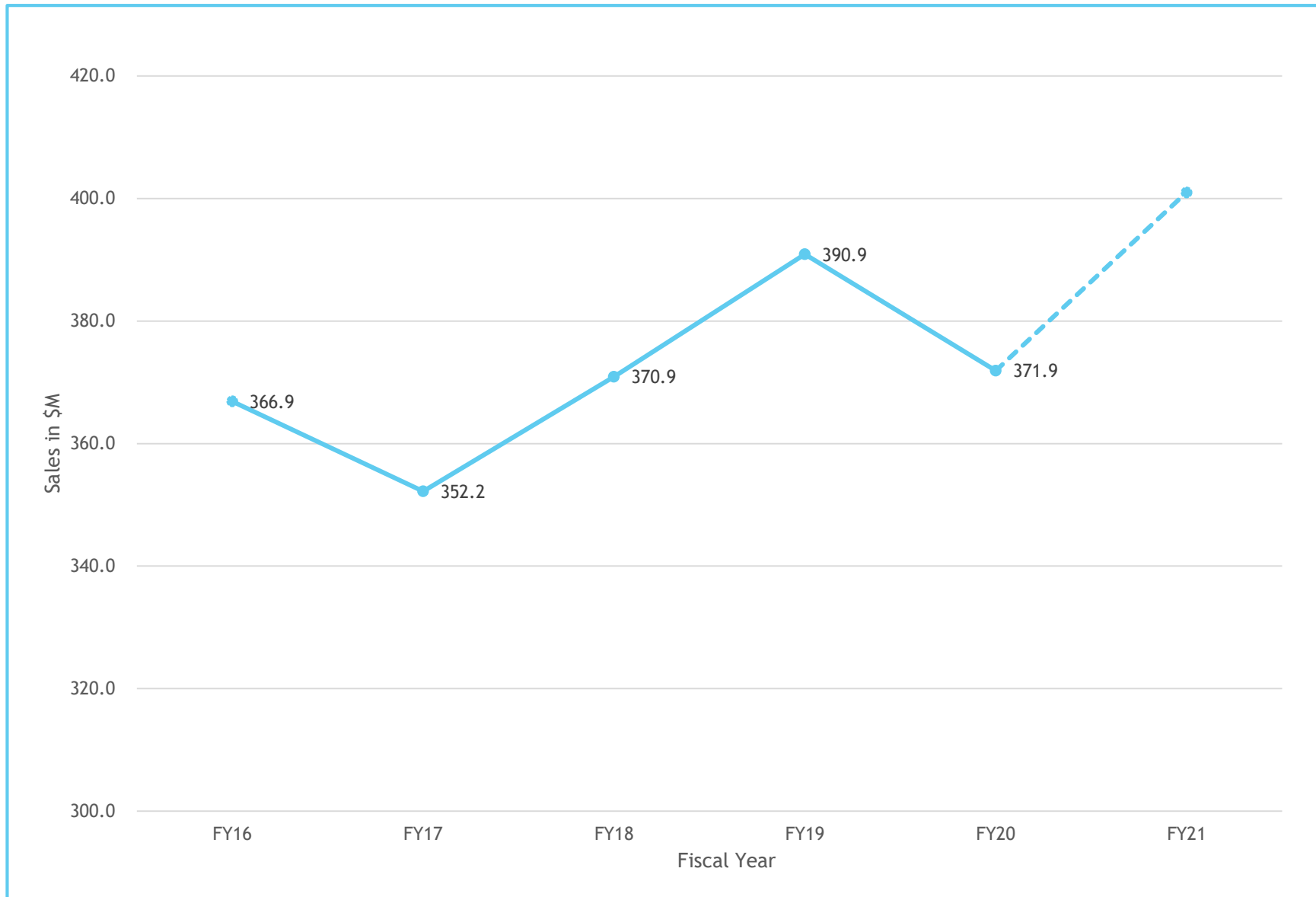
February 2, 2021

Matthew N. Strawn, CEO

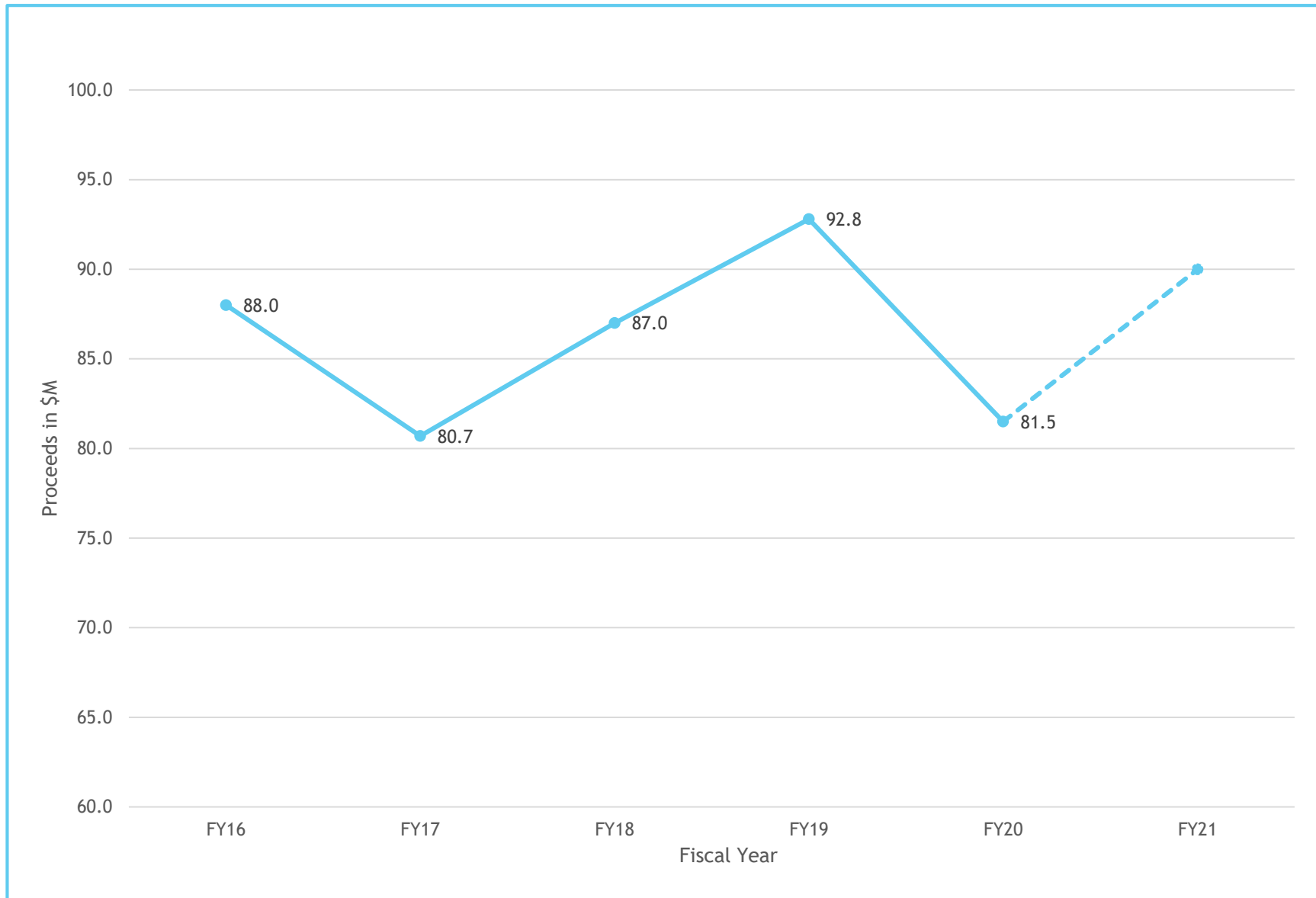
Iowa Lottery Authority



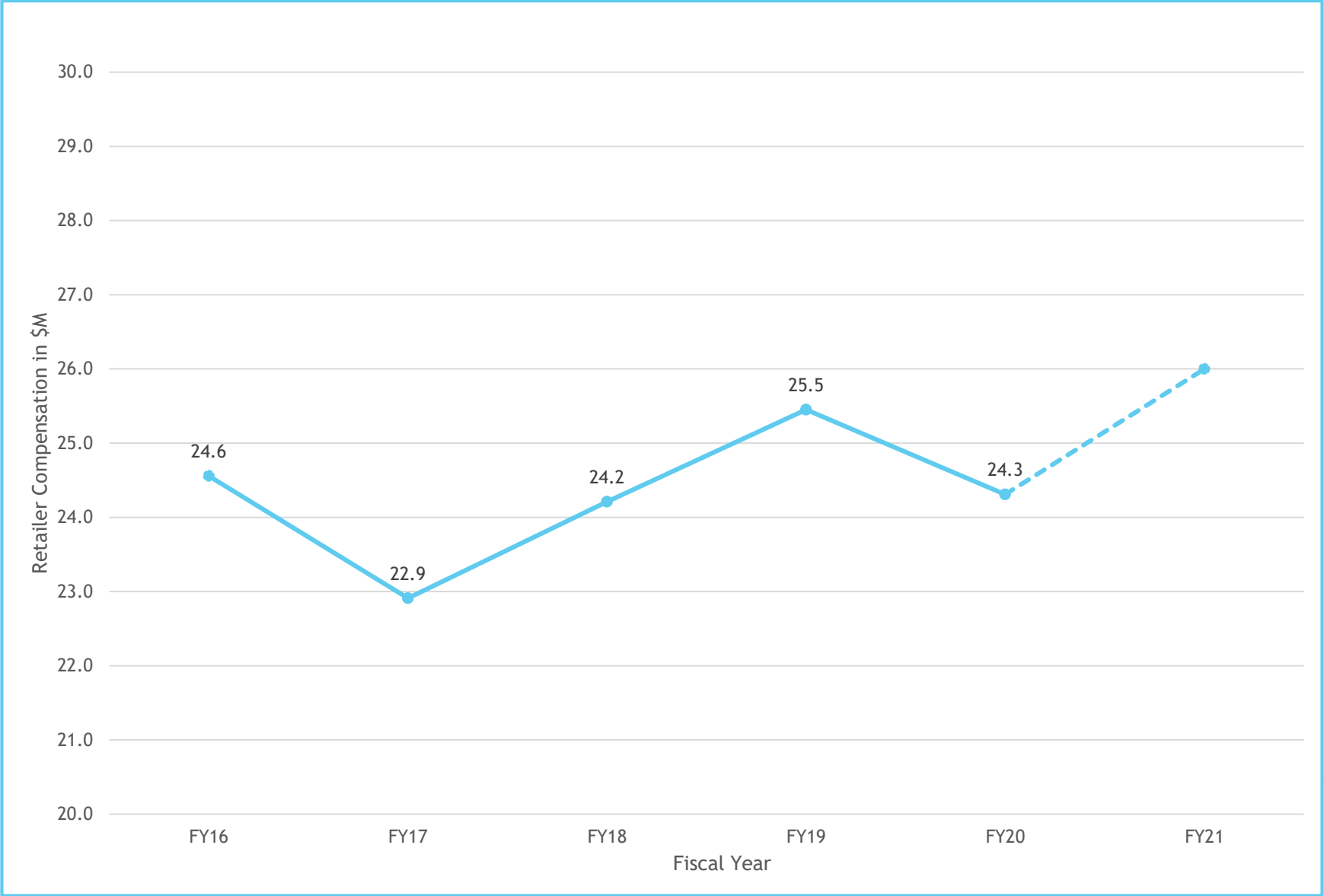
# Iowa Lottery Total Sales FY16-FY21



# Iowa Lottery Total Proceeds FY16-FY21



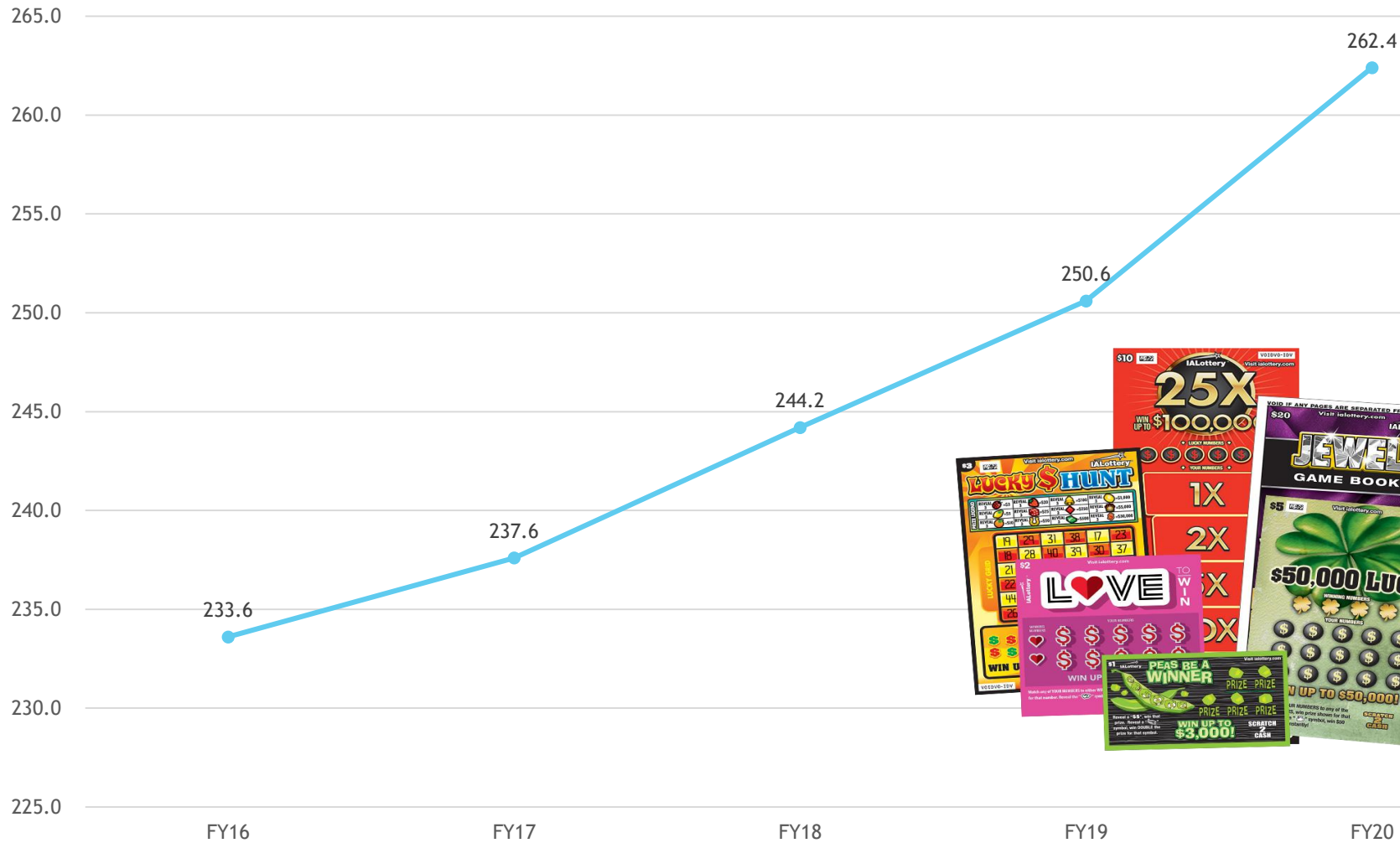
# Iowa Lottery Retailer Compensation FY16-FY21



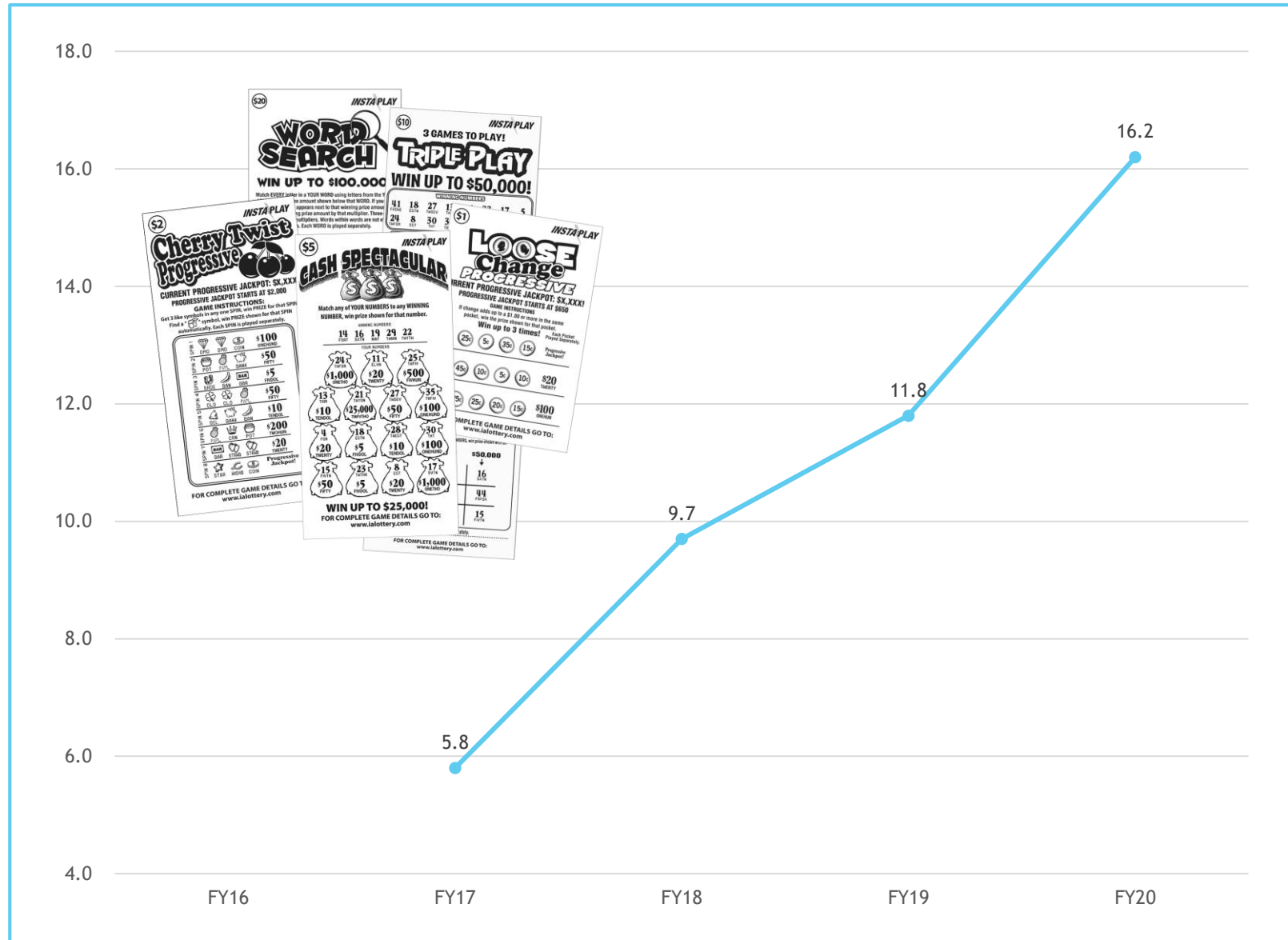
# Product Category Sales



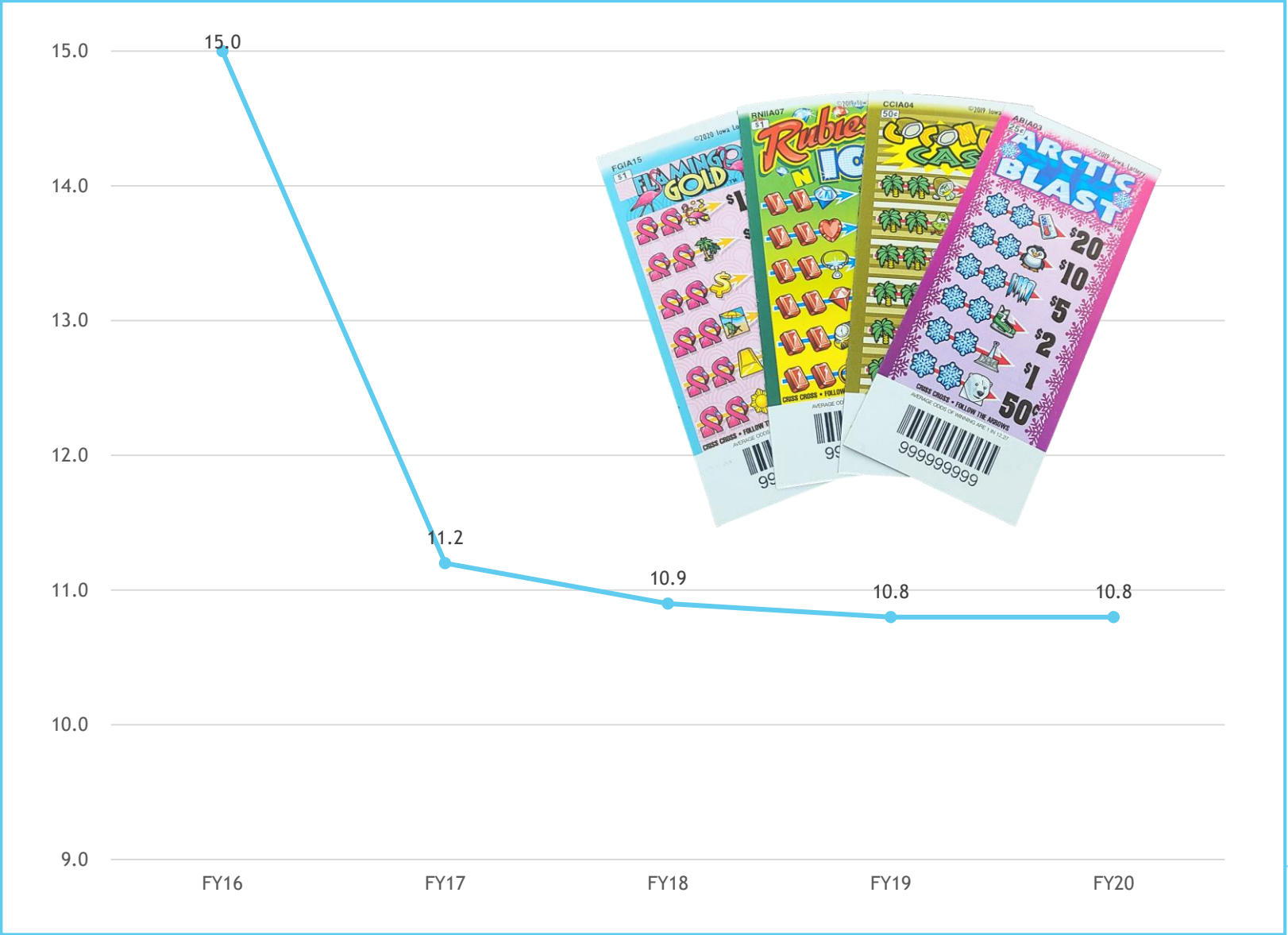
# Instant (Scratch) Ticket Sales (\$M)



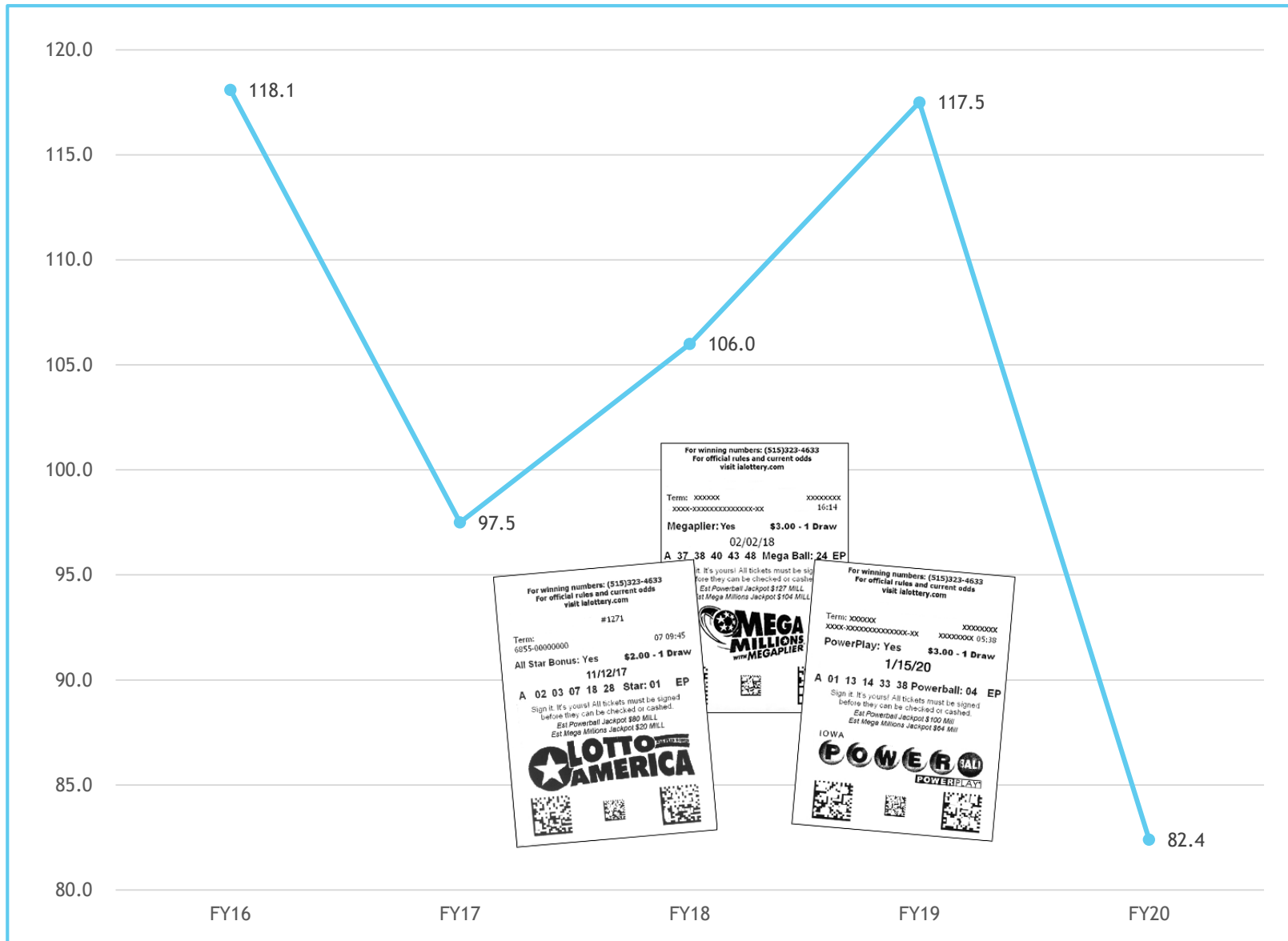
# InstaPlay Sales (\$M)



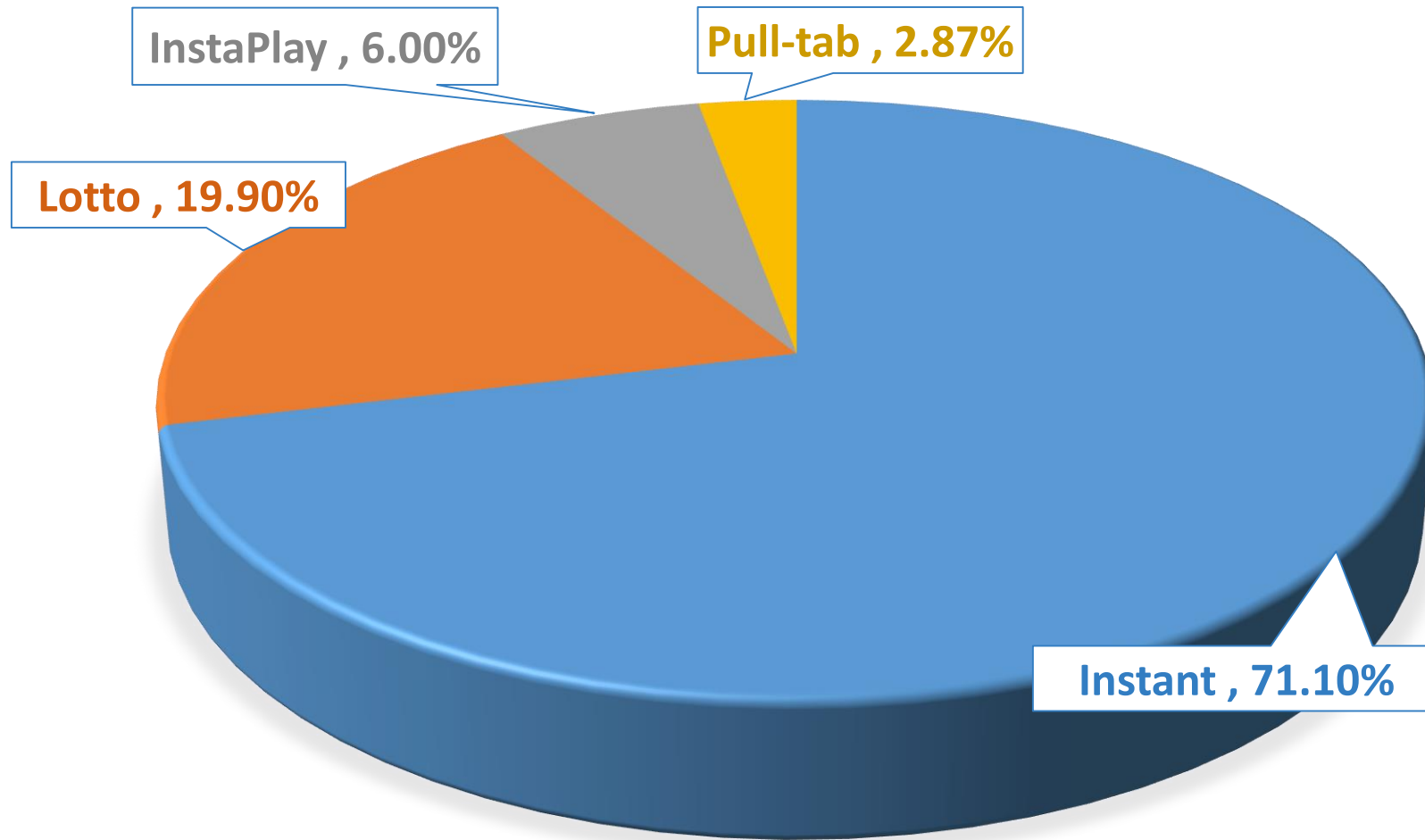
# Pull-Tab Sales (\$M)



# Lotto Sales (\$M)



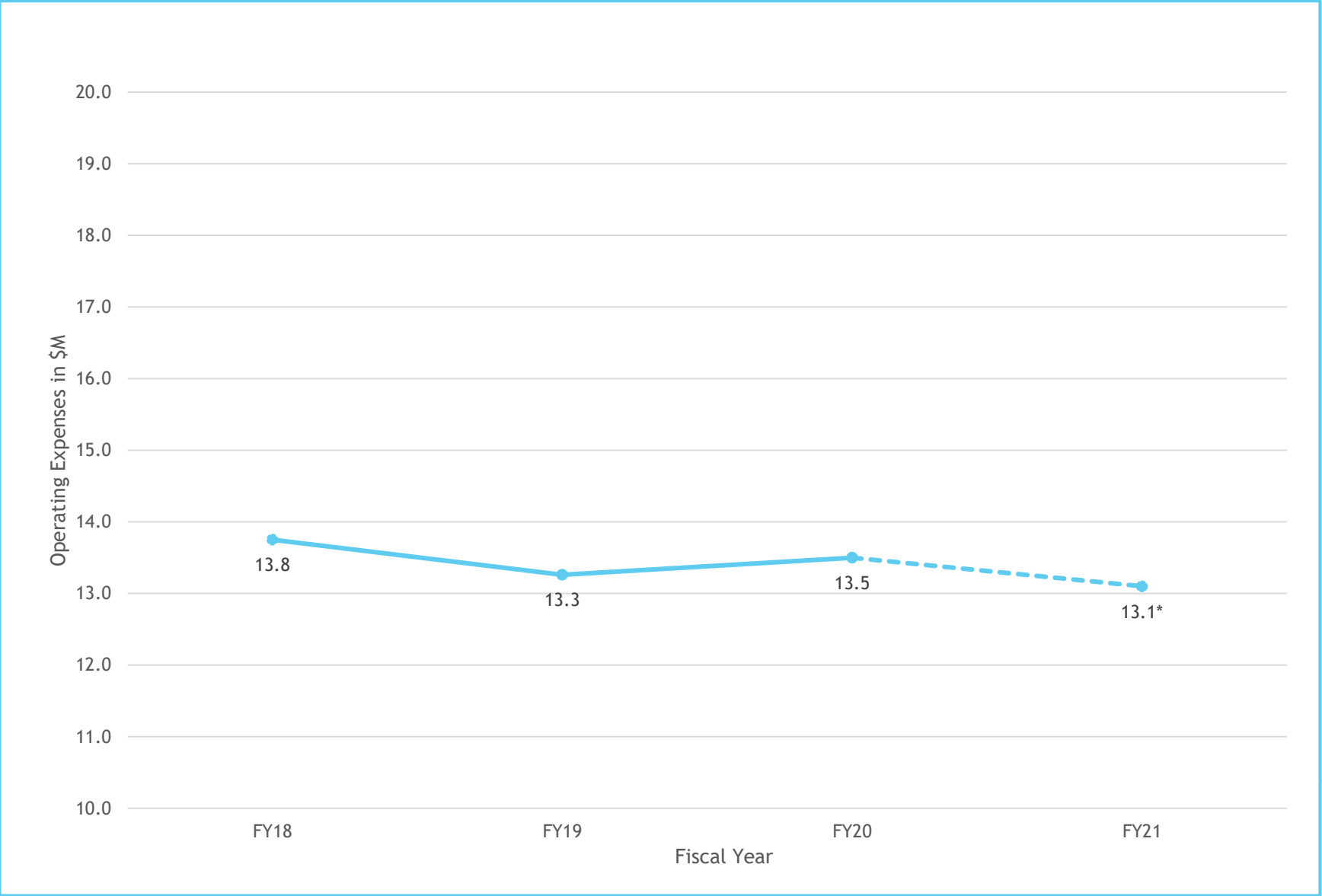
# PERCENTAGE OF TOTAL SALES BY PRODUCT CATEGORY FOR FISCAL YEAR-TO-DATE 2021



# Lottery Product Performance Trends

- ▶ Instant (Scratch) Tickets: Mature product, incremental growth
- ▶ InstaPlay: Emerging product, consistent growth
- ▶ Pull-Tabs: Mature product, stable sales
- ▶ Daily Lotto: Mature product, stable sales
- ▶ National Lotto: Mature product, declining sales

# Iowa Lottery Operating Expenses FY18-FY21



# Iowa Lottery Gives Back



**64¢** to player prizes



**22¢** to vital state programs



**8¢** to daily lottery costs

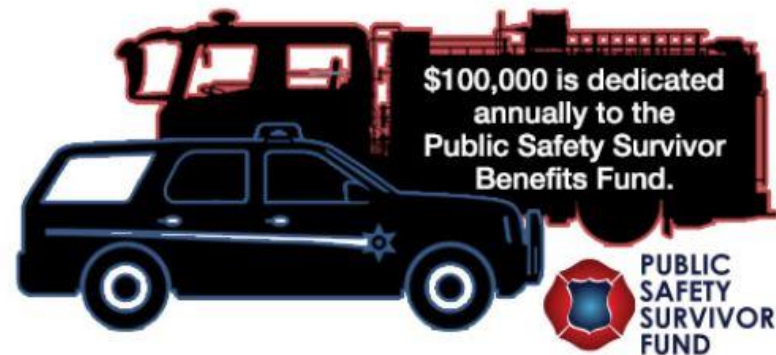
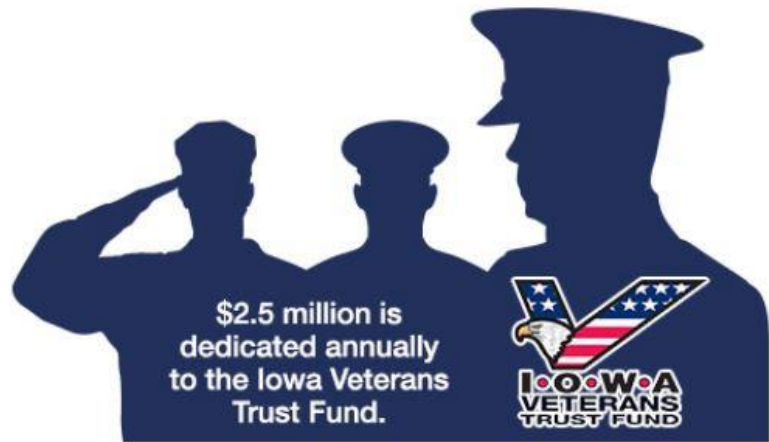


**6¢** to Iowa businesses that sell lottery products



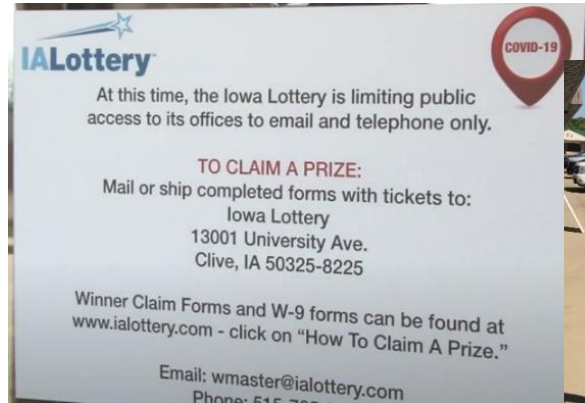
Based on FY 2020 results, here is how each \$1 spent on lottery products makes a difference in Iowa.

# FY 2020: Lottery Proceeds To State Causes



\$78.9 million to General Fund  
in FY 2020

# Safely Serving Iowans



March 2020



June 2020



October 2020 - Present

- Throughout the COVID-19 public health emergency, the Iowa Lottery has modified its operations in numerous ways to continue safely serving Iowans.
- Adjustments to: prize-claim procedures; service schedules for lottery retail locations; work schedules and workplace hours for many lottery headquarters personnel.
- Face coverings and social-distancing policies for all lottery personnel; protective shields in lobby areas and main warehouse; hand-sanitizing stations in public entryways.

# New Statewide Gaming System



- The largest project undertaken each decade by the Iowa Lottery is currently underway.
- On August 22, the lottery's central gaming system in operation since July 2011 will be replaced with a new, updated system.
- The lottery's statewide communications backbone will be replaced along with terminals, self-checkers and self-service kiosks in 2,400 Iowa retail locations.

# Focus On Responsible Play




If you worry that you're playing beyond your means or just have questions about problem gambling, help is available 24/7 here in Iowa through live chat, text, email or phone. Visit [yourlifeiowa.org](http://yourlifeiowa.org) or call 1-800-BETSOFF.

At the Iowa Lottery, we mean it:  
Playing smart is a lot more fun.



# Focus On Responsible Play

- A new “Play Smart, Be Informed” section has been added to the Iowa Lottery website at [www.ialottery.com](http://www.ialottery.com).
- It offers details 24/7 to help consumers make informed decisions when they play the lottery.
- The new section highlights playing within your means, understanding the odds, myths vs. facts about lotteries, and what to expect if you win a significant lottery prize.




## Play It Smart, Be Informed

The more you know, the more fun you'll have when you play the Iowa Lottery. That's where this player's guide comes in. We've got tips and tools here to help you make informed decisions as you buy lottery tickets.

Think of it this way: You wouldn't buy a new vehicle or even a phone without first doing your research. So just like you gather information in other areas of your life, you can choose to be informed when you play the lottery.

At the Iowa Lottery, we care about you as a player and want you to play responsibly. You've heard us say it before: Playing smart is a lot more fun. The information here can help you do just that.



- Know Your Limits And Play Within Your Means
- Understand The Odds Before You Play
- Resources To Learn More About Lottery Odds And Prizes
- Win Responsibly
- Lottery Myths vs. The Facts
- Test Your Understanding
- If You Think It's Gotten Beyond Your Control

# Security-Focused Legislation



- The Iowa Lottery has introduced legislation this year with a focus on continuing to protect the security and integrity of its operations and products.
- The bills - **HSB 127** and **SSB 1118** - have been assigned to the State Government Committee in each chamber.
- A subcommittee meeting for HSB 127 is scheduled later today (Feb. 2).

# Thank you

